

EDITOR AND PUBLISHER
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STAT

Cowles steps out as top executive at Harper's

A major change at Harper's magazine, effective September 16, was announced this week by John Cowles Jr., president of Harper's Magazine Inc., and president of the Minneapolis Star and Tribune Company, the magazine's principal stockholder.

William S. Blair, 50, will become president and chief executive officer of Harper's, replacing Cowles. Willie Morris, 83, editor-in-chief of the magazine, will become executive vicepresident, replacing Phillip Von Blon who is a vicepresident of the Minneapolis Star and Tribune Company.

Both Cowles and Von Blon will continue as directors of the magazine company, Cowles as chairman and Von Blon as chairman of the executive committee.

Other officers of the magazine company are: Cass Canfield Sr., vicechairman, representing Harper & Row Publishers Inc., the magazine's other stockholder; Daniel J. Brooks, vicepresident and publisher; Howard Mithun, secretary; C. B. McCue, treasurer; and Anthony M. Carvette III, assistant treasurer.

Blair will resign from his present position as president of Harper-Atlantic Sales Inc., a company jointly owned by Harper's and the *Atlantic Monthly*, which represents both magazines for the sale of advertising.

"This is a sign of our confidence in the future of Harper's Magazine," said Cowles. "With the new editorial thrust provided by Willie Morris and his associates, and with the acquisition of some of the *Reporter* magazine's circulation, Harper's has already grown in size and impact.

"To guide its further growth and development, the magazine needs the full time direction of a skilled chief executive officer—something which I have not had the time to give it myself."